

JUSTIFICATION AND APPROVAL
FOR OTHER THAN FULL AND OPEN COMPETITION

1. Contracting Activity: Department of Veterans Affairs (VA)
Office of Acquisition Operations
Technology Acquisition Center
260 Industrial Way West
Eatontown, NJ 07724
2. Description of Action: The proposed sole source action is for a sixty (60) day, Firm-Fixed-Price contract for the creation of an interactive Annual Report for the Veterans Affairs Innovation Initiative (VAi2).
3. Description of Supplies or Services: The purpose of this proposed action is to create an Annual Report that will highlight VAI2's various projects to include, but not limited to, the Veterans Business Administration (VBA) Employee Innovative Competition, Veterans Health Administration (VHA) Employee Innovative Competition, Industry Innovative Competition, and special projects. VAI2 seeks to inform Department of Veterans Affairs (VA) leadership, Congress, and the general public about VAI2's work and the status of funded projects that can be accessed through three (3) forms of media: viewed and printed as a PDF document, viewed as an interactive website, and downloaded and used as a mobile application in Android and iOS platforms. The period of performance for this effort is estimated to be sixty (60) days. [REDACTED]
4. Statutory Authority: The statutory authority permitting other than full and open competition for this acquisition is 41 U.S.C 253(c)(5), "when a statute expressly authorizes or requires that the acquisition be made through another agency or from a specified source", as implemented by FAR 6.302-5. For this action, 38 U.S.C. 8127(c), known as the Veterans First Contracting Program provides the authority to directly contract with a SDVOSB.
5. Rationale Supporting Use of Authority Cited Above: The proposed source for this acquisition is The District Communications Group (DC Group), 1391 Pennsylvania Avenue SE, Unit 469, Washington, DC 20003. DC Group is a registered and certified Service-Disabled Veteran-Owned Small Business (SDVOSB) and is technically qualified to create the VAI2 Annual Report. DC Group has unique capabilities in public relations, marketing and communications efforts, as the group has extensive experience working with VA and other Government agencies. Currently, DC Group is working as a sub-contractor on the VHA Crisis Line and Stigma campaigns, helping to create a public relations campaign, with a digital media focus, to increase awareness of mental health services offered by VA. Additionally, it has a focus on new media marketing, methodology, and it has extensive experience creating interactive media that conveys Government information to the public. The combination of DC Group's public relations/marketing communication experience with the new media focus is crucial to the success of the VAI2 Annual Report, as the group fully understands the intent and context of the complex requirements for this application.
6. Efforts to Obtain Competition: Market research was conducted, details of which are in the market research section of this document. Consistent with the guidelines of the

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Veterans First Contracting Program, the proposed action described herein will be synopsized on the Federal Business Opportunities Page in accordance with FAR Part 5.

7. Actions to Increase Competition: All future requirements will be handled on a case-by-case basis to determine any future acquisition strategy.
8. Market Research: Market research was conducted by searching the VetBiz.gov database on November 16, 2011 to determine if DC Group is a SDVOSB. The search concluded that DC Group is registered and certified and qualifies as a SDVOSB in accordance with the federal small business size standard for the applicable North American Industry Classification System Code (NAICS) 541511. It was verified on November 16, 2011 that DC Group is registered in the Central Contractor Registration database and is eligible to receive a Government contract. The technical experts from VAI2 have determined that DC Group is technically capable of meeting the Government's requirements for this effort.
9. Other Facts: The Procuring Contracting Officer has determined that this proposed action meets all the requirements of the statute 38 U.S.C 8127(c). This acquisition is below the \$5,000,000 threshold, DC Group is a responsible SDVOSB for performance of the services herein, and in the estimation of the Contracting Officer the proposed contract can be awarded at a fair and reasonable price.

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COMPETITION- VAI2 Annual Report

10. Technical and Requirements Certification: I certify that the supporting data under my cognizance, which are included in this justification, are accurate and complete to the best of my knowledge and belief.

Jonah Czerwinski

Date: 11 NOV 2011

Director
VA Innovation Initiative

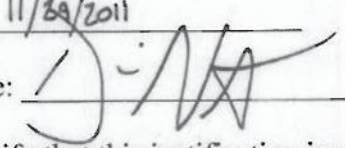
Signature: 

11. Fair and Reasonable Cost Determination: I hereby determine that the anticipated price to the Government for this contract action will be fair and reasonable based on the Independent Government Cost Estimate and price analysis.

David Nostrant

Date: 11/29/2011

Procuring Contracting Officer

Signature: 

12. Procuring Contracting Officer Certification: I certify that this justification is accurate and complete to the best of my knowledge and belief.

David Nostrant

Date: 11/29/2011

Procuring Contracting Officer

Signature: 